

## Technology & Industry Enablers – Panel Discussion

Tom Nelson, AIA, LEED® AP  
Chair – LA Chapter USGBC



## LEED® Green Building Rating System

- Purpose
  - Define "green building" by establishing a common standard of measurement
  - Promote integrated, whole-building design practices
  - Recognize environmental leadership in the building industry
  - Stimulate green competition
  - Raise consumer awareness of green building benefits
  - Transform the building market
- Assesses green building practices
  - New Construction
  - Existing Buildings
  - Commercial Interiors
- 10 years in existence
  - 190,000,000 sf designed or built under the program
  - Projects in all 50 states
- Consensus based
- Voluntary

## LEED® Green Building Rating System

- Hydrogen Energy Systems Apply to the Program
  - Alternative Transportation  
Alternative Fuel Vehicles
  - Optimize Energy Performance  
On-Site Power Generation Lowers Use of Grid Generated Power
  - Renewable Energy  
Fuel Cells Generating On-Site Power

## Messgeses to the Design/Construction Industry

- Architects
- Engineers
- Builders
- Owners
- Hydrogen is coming
- Fueling stations symbolize a new era
- Sustainable design fundamental to station design
- Opportunities for distributed power generation

## Messengers to the Design/Construction Industry

- Agents of Change
  - USGBC – U S Green Building Council
  - AIA – American Institute of Architects (Committee on the Environment)
  - ULI – Urban Land Institute
  - ASHRAE – Amer. Society of Heating Refrig. & Air-Conditioning Eng.
  - IEEE – Institute of Electrical and Electronics Engineers
  - BOMA – Building Owners and Managers Assoc.
  - WUF – Westside Urban Forum
  - SCDF – Southern California Development Forum
  - Local Governments
- Special Events, Trade Shows, Conferences

## Urban Design Issues

- The Automobile is the problem
  - Hydrogen fuel mitigates pollution
  - Mass transportation must be supported
  - Transit focused development
    - Build upon existing infrastructure
    - Housing & commercial development along established transit corridors
  - Dispersed power generation



## Encouraging the Development Community

- Insurance Industry
  - Develop realistic understanding of risks
  - Develop policy language early
  - Coverage should not restrict development on dense urban sites
- Incentives
  - Utility rebates
    - Savings by Design
  - Tax incentives
  - Life cycle cost analysis information